



Reader Profile*

DEMOGRAPHICS

Gender | 63% female | 37% male

Education | 15% Ph.D. | 33%
Masters/Professional
37% Bachelor's | 5% Associates

Income | More than **50%** of households
earn **more than \$90,000** per year

MEDIA EXPOSURE

82% of readers pay attention to magazine
ads—more than any other advertising venue.

BEHAVIOR

81% of *Bloom* readers dine out
more than 100 times a year.

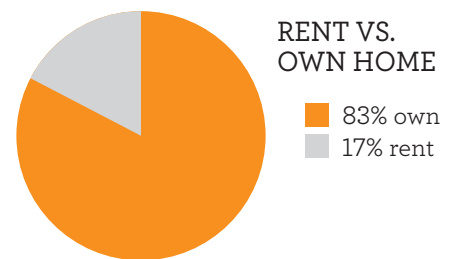
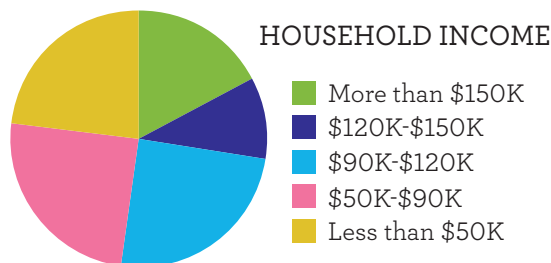
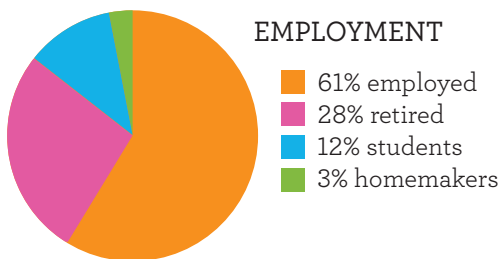
22% of *Bloom* readers dine out
more than 200 times a year.

76% take 3 or more road trips per year.

* Readership study conducted by:

 **KELLEY SCHOOL OF BUSINESS**
INDIANA UNIVERSITY

December 2010
231 participants



Dining

73% have dined at a restaurant
as a result of reading about it
in *Bloom*.

Saving Issues

47% save their
issues of *Bloom*.

More than half

have purchased a product
or service as a direct result
of reading about it in *Bloom*.